12MM DECEMBER 1993 SHIPMENT SDI

FEMALE BRAND SEGMENTS

AGGREGATE	TOTAL*	PREMIUM	DISCOUNT	PHILIP MORRIS	PM PREMIUM	PM DISCOUNT	MARLBORO	BOX	FULL FLAVOR	LOW TAR	ULTRA LIGHT	NON-MENTHOL
NO. OF PACKINGS	83	59	24	30	22	8	1	32	9	42	32	45
TOT UNITED STATES (share)	16.25	10.53	5.73	7.60	5.31	2.29	1.35	5.98	2.08	8.59	5.58	9.27
1A0 BANGOR	71	64	84	67	71	57	84	69	51	79	67	83
1B0 BOSTON	85	91	75	90	104	56	125	96	73	92	79	105
1C0 HARTFORD	92	112	55	95	118	43	124	108	107	95	82	100
1D0 RHODE ISLAND	94	98	88	99	115	61	135	110	90	102	85	115
1E0 ALBANY	74	70	82	61	66	48	83	69	75	78	67	82
1F0 SYRACUSE	93	94	92	80	84	71	83	82	108	100	77	93
1G0 BUFFALO	97	91	108	70	69	74	63	71	123	102	79	93
1H0 NEW YORK	90	119	36	108	144	26	161	121	83	100	77	108
1I0 PHILADELPHIA	94	118	50	91	112	42	122	106	149	99	67	86
1J0 HARRISBURG	87	91	79	78	79	74	73	88	100	93	71	76
2A0 BALTIMORE	107	130	64	96	116	51	103	114	147	102	99	97
2B0 WASHINGTON	100	120	63	92	109	52	94	109	170	94	83	82
2C0 RICHMOND	111	108	118	96	96	95	76	102	143	110	101	100
2D0 RALEIGH/DURHAM	103	80	146	99	64	182	39	74	115	107	93	88
2E0 CHARLOTTE	98	81	129	88	66	141	30	71	98	95	102	90
2F0 COLUMBIA	105	95	125	90	72	132	32	76	155	101	93	82
2G0 GREENVILLE	91	86	100	88	79	109	34	76	103	85	95	86
2H0 KNOXVILLE	91	90	93	93	85	111	47	84	75	88	100	90
2I0 NASHVILLE	88	69	123	78	64	109	42	71	86	87	90	93
2J0 ATLANTA	99	102	93	98	93	108	70	92	116	95	98	87
2K0 BIRMINGHAM	110	104	120	124	96	187	52	93	111	104	118	100
2L0 SAVANNAH	101	80	139	94	73	144	60	75	125	104	87	89
2M0 JACKSONVILLE	113	103	132	93	94	90	90	100	139	111	107	106
2N0 PENSACOLA	97	85	118	87	73	120	45	75	117	94	94	86
2O0 ORLANDO	97	98	96	94	103	72	137	105	99	100	94	99
2P0 TAMPA	135	140	127	122	133	96	139	140	132	129	147	144

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*Total consists of 83 brands packings listed on the attachment which all have a smoker base which is more than 2/3 female according to Consumer Tracking Jan 92 - May 93.

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FEMALE BRAND SEGMENTS

AGGREGATE	TOTAL*	PREMIUM	DISCOUNT	PHILIP MORRIS	PM PREMIUM	PM DISCOUNT	MARLBORO	BOX	FULL FLAVOR	LOW TAR	ULTRA LIGHT	NON-MENTHOL
NO. OF PACKINGS	83	59	24	30	22	8	1	32	9	42	32	45
2Q0 MIAMI	113	139	67	119	151	45	138	147	137	104	119	122
3A0 ST. LOUIS	112	101	132	92	79	122	65	94	87	121	109	92
3B0 SPRINGFIELD	95	62	156	86	54	160	56	63	45	96	113	96
3C0 PADUCAH	90	60	144	81	47	161	42	57	60	89	102	89
3D0 MEMPHIS	93	91	99	81	76	93	44	75	114	88	95	85
3E0 JACKSON	96	95	99	91	94	84	78	90	108	99	88	85
3F0 LITTLE ROCK	103	85	134	115	90	171	89	88	76	106	106	106
3G0 NEW ORLEANS	117	112	126	115	130	82	126	131	107	127	106	109
3H0 LAKE CHARLES	110	101	129	123	130	104	152	129	87	131	87	108
3I0 DES MOINES	96	77	132	93	75	136	92	74	43	96	116	103
3J0 OMAHA	91	74	122	92	73	138	104	76	44	97	98	100
3K0 KANSAS CITY	105	89	134	105	87	148	102	91	71	101	124	112
3L0 TULSA	106	68	176	108	71	193	81	76	59	102	130	126
3M0 OKLAHOMA CITY	113	99	138	115	101	147	107	105	71	110	133	128
3N0 DALLAS/FT. WORTH	119	116	124	136	134	140	152	134	91	124	122	133
3O0 MIDLAND	101	82	136	109	87	162	90	92	67	100	116	116
3P0 ALBUQUERQUE	102	80	142	76	68	97	51	82	81	96	118	112
3Q0 HOUSTON	119	136	88	142	172	71	243	167	96	124	118	134
3R0 WACO/TEMPLE	115	109	126	120	118	123	163	124	81	116	125	128
3S0 SAN ANTONIO	113	85	165	96	82	130	100	95	78	112	128	123
4A0 PITTSBURGH	92	89	97	78	68	100	34	79	131	97	70	71
4B0 CLEVELAND	97	96	100	82	64	125	37	75	155	98	74	72
4C0 COLUMBUS	74	64	92	68	49	113	26	56	77	78	65	57
4D0 CINCINNATI	84	77	98	82	63	126	48	69	71	87	85	71
4E0 SAGINAW	101	82	138	102	62	195	44	69	101	103	100	88
4F0 DETROIT	114	128	88	104	103	107	60	104	187	109	93	83
4G0 GRAND RAPIDS	113	95	146	130	82	242	59	84	104	113	117	95

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*Total consists of 83 brands packings listed on the attachment which all have a smoker base which is more than 2/3 female according to Consumer Tracking Jan 92 - May 93.

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FEMALE BRAND SEGMENTS

AGGREGATE	TOTAL*	PREMIUM	DISCOUNT	PHILIP MORRIS	PM PREMIUM	PM DISCOUNT	MARLBORO	BOX	FULL FLAVOR	LOW TAR	ULTRA LIGHT	NON-MENTHOL
NO. OF PACKINGS	83	59	24	30	22	8	1	32	9	42	32	45
4H0 TOLEDO	113	108	123	108	87	154	57	98	92	115	119	101
4I0 INDIANAPOLIS	94	79	122	84	65	128	48	73	71	94	104	89
4J0 LOUISVILLE	98	69	153	95	66	162	61	74	56	102	108	99
4K0 LEXINGTON	70	51	104	65	44	113	29	50	50	71	76	69
4L0 CHICAGO	108	135	57	104	128	49	96	120	168	101	95	87
4M0 PEORIA	108	96	129	109	87	162	82	90	94	109	112	96
4N0 GREEN BAY	90	85	100	89	72	128	91	77	72	96	87	83
4O0 MINNEAPOLIS	104	103	106	116	117	113	186	113	60	106	117	120
4P0 SIOUX FALLS	80	52	132	77	51	136	56	50	35	80	99	93
4Q0 MILWAUKEE	113	129	85	94	94	93	71	90	178	102	107	86
5A0 ALASKA	85	93	71	90	107	53	108	103	51	80	106	96
5B0 SPOKANE	83	63	121	83	65	124	66	64	51	79	102	99
5C0 SEATTLE	85	83	88	86	87	85	93	87	63	79	102	95
5D0 PORTLAND	85	87	82	87	88	84	92	87	73	80	97	97
5E0 DENVER	100	94	111	110	104	124	118	104	66	101	112	113
5F0 SALTLAKE	110	103	122	128	127	132	169	125	80	112	117	134
5G0 PHOENIX	111	93	144	103	100	112	111	105	81	102	136	130
5H0 SACRAMENTO	100	109	85	115	132	76	174	127	88	95	114	120
5I0 SAN FRANCISCO	91	113	50	107	136	39	176	128	101	84	97	101
5J0 FRESNO	85	91	76	102	112	79	173	111	85	86	84	100
5K0 HAWAII	137	158	99	165	221	37	33	233	147	115	167	64
5L0 LOS ANGELES	117	145	66	139	184	36	218	176	128	107	129	137
5M0 SAN DIEGO	113	123	94	120	154	43	201	149	103	105	129	132

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